

Message Text

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TAGS: OVIP (FORD, GERALD R.)

SUBJECT: COVERAGE PLANS FOR PRESIDENTIAL VISIT

SEVERAL JAPANESE TELEVISION NETWORKS AND NEWSPAPERS HAVE INFORMED POST OF PLANS FOR SPECIAL COVERAGE OF PRESIDENT FORD'S JAPAN VISIT. ALTHOUGH FAR GREATER VOLUME IS EXPECTED, SUMMARY OF KNOWN PLANS TO DATE FOLLOWS:

1. ASAHI SHIMBUN, CIRCULATION 6.6 MILLION: NOW RUNNING SERIES OF 25 ARTICLES BY FORMER AMERICAN GENERAL BUREAU CHIEF KINJI KAWAMURA UNDER TITLE "JAPAN AND THE U.S." ALSO PLANNED PRIOR TO VISIT: THREE-PART, FRONT PAGE SERIES ON FORD VISIT IN CONTEXT U.S.-JAPAN POLITICAL, ECONOMIC AND DIPLOMATIC RELATIONS; SPECIAL REPORT FROM ROUND-TABLE OF U.S. INTELLECTUALS ON U.S.-JAPAN RELATIONS; AND OVERALL REVIEW U.S.-JAPAN RELATIONS FOR FEATURES SECTION.

2. MAINICHI SHIMBUN, CIRCULATION 4.8 MILLION, NOVEMBER 8 BEGAN PART BIOGRAPHICAL SERIES BASED ON FORD BOOK BY JERALD TER HORST. ALSO PLANNED PRIOR TO VISIT: OPINION POLL ON U.S. POLICY TOWARD JAPAN; ROUND-TABLE DISCUSSION ON U.S.

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JAPAN RELATIONS BY U.S. AND JAPANESE INTELLECTUALS IN WASHING-

TON; FEATURE ON AIR FORCE ONE: SPECIAL ARTICLE BY POLITICAL, FOREIGN, ECONOMICS AND CULTURAL SECTIONS ON U.S.-JAPAN RELATIONS AND FORD VISIT.

3. NIHON KEIZAI SHIMBUN, CIRCULATION 1.5 MILLION, PLANS SIX-PAGE SUPPLEMENT ON U.S.-JAPAN RELATIONS TO GREET PRESIDENT FORD ON NOVEMBER 18 INCLUDING SHORT PIECE SUBMITTED BY AMBASSADOR.

4. TOKYO/CHUNICHI NEWSPAPERS, CIRCULATION 2.2 MILLION, BEGAN FOUR-PART SERIES ON U.S.-JAPAN RELATIONS NOVEMBER 14.

5. SANKEI SHIMBUN, CIRCULATION 1.8 MILLION, PLANS SERIES OF FIVE ARTICLES ON U.S.-JAPAN RELATIONS TO BEGIN NOVEMBER 16, PLUS TWO-PAGE INTERVIEW WITH PHILIP TREZISE ON NOVEMBER 16.

6. YOMIURI SHIMBUN, CIRCULATION 6.5 MILLION, NOVEMBER 13 BEGAN FIVE-PART SERIES ENTITLED "RECEIVING PRESIDENT FORD" AND WILL START ROUND-TABLE DISCUSSION BY ITS WASHINGTON-BASED CORRESPONDENTS BEFORE VISIT.

7. NHK-TV FEATURED KAZUSHIGE HIRASAWA IN 15-MINUTE NEWS COMMENTARY NOVEMBER 13 ON PROJECTION ON THE UPCOMING U.S.-JAPAN SUMMIT TALKS. REGULAR EVENING PROGRAM "NEW CENTER NINE" WILL TAKE UP PROBLEM AREAS IN U.S.-JAPAN RELATIONSHIP PROBABLY OVER SEVERAL DAYS RUNNING.

8. FUJI-TV TO TAKE UP 30 YEARS U.S.-JAPAN RELATIONS IN 90 MINUTE PROGRAM NOVEMBER 14 WITH HALF CONSISTING OF NEWSREEL FOOTAGE; 90 MINUTE PANEL DISCUSSION ON FUTURE U.S.-JAPAN RELATIONS NOVEMBER 20.

9. NET TO FEATURE JAPANESE FOREIGN MINISTER KIMURA DISCUSSING SIGNIFICANCE OF PRESIDENTIAL VISIT IN 30-MINUTE PROGRAM NOVEMBER 17.
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